



Rapport 7

Corporate-Higher Education Forum Newsletter

Autumn 1993

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CHANGING HIGHER EDUCATION — NEXT STEPS

Forum members experienced an intense day of focused discussion at the 1993 Annual Meeting in Toronto. In morning workshops and two plenary sessions, they considered the challenges which Canadian universities and community colleges face as they struggle to respond to insistent demands for excellence, relevance, improved access and value for money.

Workshops concentrated on ideas raised in the seventeen Beehives of the past winter which had been gathered under three topics:

- A Valuing Higher Education in a New Economy
- B The Learning Continuum: Building the Highway
- C The Student as Client.

From workshop reports and the lively discussion which ensued at the plenary table, several interesting possibilities for Forum action emerged:

Possibilities for Forum Action

- set up a clearinghouse for innovative, successful, cost-effective learning ideas and publicize them widely;
- initiate a Forum Award for effective teaching and student guidance;
- promote liaison committees for more faculties and departments composed of faculty, student and business members, with mentoring as one activity promoted;
- using business experience, devise a model market research process directed to students, graduates and employers for use by universities to make them more client-sensitive;
- expand work-and-learn programs for both students and faculty;
- invent a "learning passport" in which students can record lifelong knowledge and skills development from various sources for presentation to employers;
- tackle the complex questions which surround funding higher education by clarifying the issues for all concerned.
- continue the Beehives, using them to determine the best focus for Forum action.

LOOKING AHEAD

1994 ANNUAL MEETING MAY 16 AND 17 OTTAWA

At its August 25 meeting, Forum directors decided that the 1994 Annual Meeting will be held in Ottawa.

The 1993 meeting format — an optional afternoon program and an opening dinner on Monday, followed by concentrated working sessions over a single day Tuesday — was appreciated by members. The Board decided that this format should be used again in 1994.

Please reserve **MONDAY MAY 16 AND TUESDAY MAY 17** on your calendar for the 1994 Annual Meeting of the Forum in Ottawa.

NEW SERIES OF BEEHIVES ON HIGHER EDUCATION: ACHIEVING A VISION

There will be a second series of Beehives on issues in higher education between September and December 1993. Through regional consultation, Forum members will test their vision for higher education which has been developed through the first Beehives and expanded in workshops at the 1993 Annual Meeting.

A vision statement has been drafted for Beehive participants to discuss as they identify priorities for action. After polishing in the Beehives, it will be circulated to all members for their approval for release to the public.

The first Beehive will take place September 15 in Vancouver, with Bill Dalton as host at the Hongkong Bank of Canada. Fourteen participants will consider "how to make higher education more service-oriented and how to develop a new framework for funding", as Bill Dalton's letter of invitation puts it. Other members attending are David Strangway (University of British Columbia) and John Stubbs (Simon Fraser University). On the guest list are representatives of small and large west coast businesses, colleges, university faculty and students.

A cluster of east coast Beehives is projected for late November into early December:

Fredericton	November 30	Robin Armstrong and Terry Bird
St. John's	December 1	Angus Bruneau and Art May
Halifax	December 2	Liz Parr-Johnston and Ivan Duvar

With west and east coasts accounted for, Beehives have yet to be scheduled in the rest of Canada. To host one in your city, please contact either John Dinsmore or Patricia Roman to select a date and initiate planning.

DIRECTORS FOR 1993-94 ELECTED

At the Annual General Meeting on May 18, the following members were elected to the Forum Board:

Peter Allen	Claude Hamel
Terry Bird	Geraldine Kenney-Wallace
Howard Clark	Arthur Mauro
Bill Dalton	Earl Orser
Paul Davenport	John Redfern
Robin Farquhar	David Strangway

Serving ex-officio is John Dinsmore, President. Gilles Cloutier as Past-Chairman was a director until his retirement as Rector of the Université de Montréal on June 1, 1993. Subsequently, Arthur Mauro ceased to represent Investors Group Inc. at the Forum and withdrew from the Board.

John Redfern was elected Chairman and David Strangway Deputy Chairman for 1993-94 by their fellow directors. Board Committees for 1993-94 are:

<u>Nominating and Membership</u>	<u>Administrative and Finance</u>
Terry Bird, Chairman	David Strangway, Chairman
Peter Croden	Peter Allen
Bill Dalton	Paul Davenport
Jean Guertin	
Geraldine Kenney-Wallace	
George Ivany	

All members have received the minutes of the 1993 Annual General Meeting which include the President's Report.

THE FORUM AND PUBLIC POLICY

As an organization of leaders from Canada's business and university communities, the Forum works through collaboration for creative change on issues of shared interest which are important to the future of this country. At times when its work can be helpful in the development of public policy, contact with appropriate government sectors is made.

The Forum's support for collaborative research and development and for standards of excellence is well known from its publication *Spending Smarter* and its R&D Awards program. Consequently, the federal government's decision to cut drastically, and then subsequently to restore, funding for the Networks of Centres of Excellence has inspired an official reaction from the Forum (see letter attached).

Directors meeting in August also decided that, with Canada moving toward federal elections October 25, the Forum should inform our political leaders about this organization's views on matters central to planning public policy. Accordingly, letters will go to political leaders outlining positions developed by the Forum and indicating the nature of current work to design a vision for higher education and strategies to achieve it. You will receive copies of these letters in due course.

HIGHLIGHTS CAPTURES 1993 ANNUAL MEETING

Highlights of the 1993 Annual Meeting were sent this summer to all Forum members and others who attended the Toronto meeting in May. You will find there a summary of discussion, along with précis of remarks by guest speakers:

The Hon. Dave Cooke	Chairman of the Council of Ministers of Education, Canada
Paul Gray	Chairman of the Corporation of MIT and executive committee member of the Business-Higher Education Forum
William Hutchison	Chairman of the Executive Committee of CANARIE
David Dolphin	Bell Canada - Forum Award Winner

The sponsorship of thirteen Toronto members for the 1993 Annual Meeting is warmly acknowledged. They are:

Bill Farlinger	Ernst & Young
Dan Branda	Hewlett-Packard (Canada) Limited
Bill Etherington	IBM Canada Limited
Bob Peterson	Imperial Oil Limited
Peter Allen	Lac Minerals Limited
Dick Currie	Loblaw Companies Limited
Ross Walker	Peat Marwick Thorne
Allan Taylor	Royal Bank of Canada
Terry Grier	Ryerson Polytechnic University
Larry Clarke	Spar Aerospace Limited
Peter Croden	The Upjohn Company of Canada
Rob Prichard	University of Toronto
Susan Mann	York University

Additionally, Bill Etherington's hospitality in opening IBM's Skill Dynamics Canada Centre to interested Forum members for a Monday afternoon program was especially appreciated.

Copies of *Highlights* are available to any member who might find this report useful in explaining the Forum's work to prospective new members.

BELL AND XEROX FORUM AWARD WINNERS NAMED

Two outstanding researchers from western Canada were recipients of the Bell Canada and Xerox Canada Forum Awards this year. **David Dolphin**, a world authority on porphyrins at UBC and Quadra Logic Technologies, and **Lorne Babiuk** who leads a large and diversified team of biotechnologists dealing with animal health products at the University of Saskatchewan were honoured at the gala dinner on May 17 in Toronto.

Dr. Dolphin amused his audience that evening by describing the genesis of his pioneering research on photodynamic therapy in his curiosity about vampires. He urged those present to use their "prestige, experience and influence" to help Canadians understand the value of universities to the economic advancement of Canada. Since Lorne Babiuk could not be present, **Alex Curran**, also from the University of Saskatchewan, accepted the award for outstanding facilitation of collaborative research on his behalf.

The Award winners were publicized in the business sections of the *Globe and Mail* and *La Presse*, with assistance from Bell and Xerox. Announcements were also placed in AUCC's *University Affairs* and in *ReSearch Money*.

Forum members were asked to place announcements (supplied) in house and industry publications to raise the visibility of the award program. **DID YOU ACT ON THIS REQUEST? IF SO, PLEASE LET US KNOW.**

1994 FORUM AWARDS COMPETITION OPENS

The Bell Canada - Forum Award for excellence in collaborative research and the Xerox Canada - Forum Award for outstanding facilitation of such R&D will be offered again in 1994.

Now is the time to identify appropriate candidates and prepare to nominate them. Materials to publicize and apply for these awards will be sent to you early in the autumn.

LEADERS' ACTION CHECKLIST

- ☐ Arrange to host a Beehive in my city this fall. Failing that, plan to attend one scheduled in my area
- ☐ Identify action which I believe the Forum should take on higher education and let Forum staff know my preferences
- ☐ Reserve the dates for the 1994 Forum Annual Meeting in Ottawa on my calendar: **May 16 and 17, 1994**
- ☐ Take action to support the Forum R&D Awards Program. Announce the 1993 winners in my university or business publication and relevant learned/trade journals. Prepare to nominate candidates for the 1994 Awards
- ☐ Provide the Forum office with names of prospective new members and be prepared, when asked, to approach them
- ☐ Send my most recent biography (citing my Forum membership) and annual report to the Forum office

KEEP US UP-TO-DATE: SEND YOUR CV AND ANNUAL REPORT

The Forum keeps on file members' short biographies and annual reports of their universities and businesses. Please **arrange to have the most recent versions of both sent to the attention of Ann Jackson at the Forum office.**

We encourage you to include your **Forum affiliation in your biographical note.** In this way, the Forum becomes more widely recognized as an association of leaders with circulation of your biography.

MEMBERSHIP CHANGES

Several members have come into the Forum over the past months with executive changes at corporations and universities. In welcoming them, we also warmly thank departing members whose names appear below for their keen interest and significant participation in the work of the Forum, often over many years.

New Members

Richard Barton

Dan Branda

Jim Downey

Ronald Gage

Spencer Lanthier

Pierre Reid

Sanford Riley

Mordechai Rozanski

René Simard

Graham Sweeney

John Stubbs

George Watson

To Be Named

Former Members

David McCamus

George Cobbe

Doug Wright

Bill Farlinger

Ross Walker

Aldée Cabana

Arthur Mauro

Jack MacDonald (act'g)

Gilles Cloutier

Jim Hay

Robert Brown (act'g)

Gerry Maier

Larry Clarke

Affiliation

Xerox Canada Ltd.

Hewlett-Packard (Canada) Ltd.

University of Waterloo

Ernst & Young

Peat Marwick Thorne

Université de Sherbrooke

Investors Group Inc.

University of Guelph

Université de Montréal

Dow Chemical Canada Inc.

Simon Fraser University

TransCanada PipeLines

Spar Aerospace Ltd.

David Morton (Alcan Aluminium Ltd.), Paul Tellier (Canadian National) and Nan-b de Gaspé Beaubien (Télémedia Corp.) have left the Forum.

Please note that Ryerson Polytechnical Institute has changed its name and status, becoming **Ryerson Polytechnic University**.
Congratulations!

MATERIALS OF INTEREST RECEIVED

Failing Grades: Canadian Schooling in a Global Economy

Dr. Joe Freedman, a panelist at our 1992 Annual Meeting, has produced a video and two short booklets which ask why Canada's schools don't learn from research how to improve students' performance. With more than 3,000 copies now in circulation, the video accompanied by a printed bibliography (including Forum publications) and research review are helping raise the level of informed discussion on school reform options. Highly recommended! Order from the Society for Advancing Educational Research, c/o VICOM Ltd., 11603 - 165 Street, Edmonton, AB T5M 3Z1 for \$19.95.

Overdue Assignment

Jennifer Lewington (*Globe and Mail* education reporter) and Graham Orpwood (a Forum consultant on employer-sponsored education and training) have co-authored a book with this title examining "Canada's outdated and inadequate education system" and recommending reform. Forum members will recognize many of the problems identified but may wish for more specific remedies. At your bookstore or order from John Wiley and Sons, order desk (416) 675-3580.

Learning from Others and Graduating to the Workplace

These are two interesting reports from the Business/Higher Education Round Table — the Australian Forum. The former is a selection of documents on issues and strategies in higher education and business from the U.S., U.K., Canada and Europe. It includes the Forum's *Learning Goals for K-12 Education* and Bill Sibley's background paper "The University in the 1990s: Crisis or Predicament?" from our 1992 Annual Meeting. *Graduating to the Workplace* reflects the views of Australian business students on their university education, echoing many of the findings from our *Making the Match* research, including the value of general skills in communication, thinking, problem-solving and teamwork. Copies can be ordered from B/HERT at Suite 5, 883 Toorak Road, Camberwell VIC 3124, Australia or through C-HEF office in Montreal.

Making Change Last

The Business-Higher Education Forum — the American Forum — is deeply involved through its Coalition for Democracy and Enterprise in helping central and eastern European countries acquire the market and management skills for a competitive economy. This publication reports on a conference where the lessons learned in moving toward that goal were assessed. Available from B-HEF at Suite 800, One Dupont Circle, Washington D.C. 20036.

Multiculturalism Means Business

This is the second edition of a directory to ethnocultural business contacts published by the federal government to raise recognition of the economic value of Canada's cultural diversity to domestic and international commerce. Order by phone: (819) 997-0055.

The Youth Action Handbook

Remember Generation 2000? If you missed them at the 1992 Annual Meeting closing dinner, you've certainly heard of them since — on CBC-TV Prime Time news, in *Maclean's* (where founder Robert Barnard was named one of 100 Canadians to Watch), in Robert Sheppard's *G&M* column, at the Canadian School Boards Association's annual meeting. This lively group of young entrepreneurs has now produced a "guide to running a project" for secondary students whose schools they visit on their cross-Canada tour each year. It's a great model for focused action which encourages involvement and leadership. To see what youth can do for youth, order a copy from Generation 2000, 347 Bay Street, Suite 800, Toronto, Ont. M5H 2R3.

Course Directory: Technological Innovation & Marketing

Stargate Consultants Ltd. produces a directory to courses at Canadian universities concerned with the adoption and commercialization of science and technology. The most recent edition lists 72 courses taught at 25 universities across Canada. Available from Thomas Clarke at Stargate, P.O. Box 995, Station B, Ottawa, Ont. K1P 5R1.

Industry and Higher Education

Recent issues of this international quarterly devoted to collaboration between business and higher education worldwide have been strong in Canadian content. Articles on the Evers-Rush *Making the Match* research and the university productivity awards program of the Canadian Association of University Business Officers have appeared, along with a book review by John Dinsmore. A future issue will include a Canadian view on dos and don'ts of academic-industrial collaboration (Alex Curran's) alongside opinions from other countries. Patricia Roman serves on IHE's 34-member editorial board. Order from In Print Publishing Ltd., 9 Beaufort Terrace, Brighton BN2 2SU, U.K.

EXTERNAL AFFAIRS

John Dinsmore and Patricia Roman carried Forum messages to a number of groups recently:

The National Advisory Panel on Advanced Industrial Materials (NAPAIM) held a roundtable on university education in Ottawa on May 19. Dinsmore, invited by Angus Bruneau, contributed to discussion of strategies to connect teaching programs more closely with industrial needs and practices in this area. Recommendations will be carried forward to the Minister of Science.

The Conference Board of Canada's Corporate Council on Education invited Dinsmore to lunch during its meeting in Montreal June 1 where Jock Finlayson described BCNI's proposal to develop a Basic Employability Skills Test (BEST) for entry-level job applicants.

The Canadian Society for the Study of Education, meeting at the Learned's in Ottawa on June 8, included Roman in a day-long workshop exploring what business and government expect from curriculum and teaching at the K-12 level. Attendees (28) were mainly professors from faculties of education.

The Canadian Society for the Study of Higher Education meeting at Carleton University on June 11 included Roman in a panel entitled "A Vision for Postsecondary Education". The audience of about 60 were persons with research interests in higher education from universities, colleges and governments across Canada.

The Northern Telecom National Institute held its annual national awards dinner and conference in Toronto August 17-18. Dinsmore found the program through which Nortel honours outstanding teams of educators and administrators from across Canada "outstanding". He was a panelist as well as a guest.

The Prosperity Initiative recommended the creation of a Canadian Forum on Learning, for which a feasibility study is now being conducted by Bernard Shapiro. Dinsmore met with Dr. Shapiro in Ottawa on August 16 to provide a Forum viewpoint on this proposal which has the Forum's support in principle.

The first Prime Ministers Awards for Teaching Excellence in Maths, Sciences and Technology are to be announced this fall. Over 300 regional and 15 national winners will be honoured for demonstrating teaching practices which produce results in student performance. Roman served on the selection committee for national award winners.

An International Symposium on Higher Education and Strategic Partnerships is being held in Vancouver September 10 to 13. Invited delegations from the United States, Mexico and Canada will consider recommendations of a North American Task Force to improve collaboration between the three countries on matters affecting higher education and international competitiveness. David Strangway and John Stubbs will host events on their campuses. Roman is part of the Canadian delegation.

CAUTION ADVISED

The Association of Registrars of the Universities and Colleges of Canada (ARUCC) has issued a warning and an offer of assistance. They note a rising incidence of false claims about academic background made to potential employers and higher education institutions. To guard against this, they counsel reliance on official transcripts to support personal resumé's, preferably mailed directly from the source. ARUCC publishes an annual directory, including phone and fax numbers, which can help you contact appropriate university personnel when questions arise. Request it from ARUCC, AUCC Associate Members Secretariat, 151 Slater Street, Ottawa, Ont. K1P 5N1.

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